

Visual identity Guidelines



world **skills**
London 2011

Showcasing skills
that shape our world



This guide explains the elements of the **WorldSkills London 2011 visual identity** and explains how to use them to create our 'look and feel' in a consistent and relevant way.

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Section 1

The corner stone of our identity

Our logo

1.1 Our logo

1.7 Size and position

1.8 Alternative logos

1.9 Quotes

1.10 Size and position

1.11 UK Skills logo

1.13 House style

Our logo

Our logo

The WorldSkills London 2011 logo has been created using several key elements and a descriptor.

WorldSkills London 2011 logo

Symbol

The WorldSkills symbol is unique, colourful and bold. It has powerful, positive attributes. It is a hand, as expressed by five strong lines of colour representing the youth of all countries, reaching out for new skills.

WorldSkills logotype

The WorldSkills logotype complements and is always positioned below the symbol.

Additional elements

Event statement

The event statement 'London 2011' is positioned below the WorldSkills logotype.

Descriptor

The descriptor is used in conjunction with the logo and is a shorthand way of explaining the event to a broad range of audiences.



world skills
London 2011

Showcasing skills
that shape our world

Our logo

1.2

WorldSkills London 2011
Visual identity guidelines

The WorldSkills London 2011 logo has been created using several key elements and a descriptor.

WorldSkills London 2011 logo

Symbol

The WorldSkills symbol is unique, colourful and bold. It has powerful, positive attributes. It is a hand, as expressed by five strong lines of colour representing the youth of all countries, reaching out for new skills.

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Symbol

world skills
London 2011

WorldSkills logotype

Event statement

Showcasing skills
that shape our world

Descriptor

Our logo

1.3

WorldSkills London 2011
Visual identity guidelines

Configuration

Creating the right configuration

Each of the elements of the WorldSkills London 2011 logo have been specially positioned for maximum legibility.

Do not use any other configurations of these elements to create the logo.



world **skills**
London 2011
Showcasing skills
that shape our world

X

'x' height of 'world' type

= 60% of 'x'

= 'x' Set in Frutiger 45 Light

= 100% of 'x'

= 80% of 'x' Set in Frutiger 65 Bold

Range left with 'L'

Our logo

1.4

WorldSkills London 2011
Visual identity guidelines

Best practice

Shown here are some examples of things that should **not** be done with the logo.

- 1 Do not use the logotype on its own.
- 2 Do not omit the symbol (the hand).
- 3 Do not omit the 'London 2011'.
- 4 Do not change the proportions.
- 5 Do not reposition the symbol.
- 6 Do not reposition or change the relationship of any elements of the logo or descriptor.
- 7 Do not distort.
- 8 Do not angle.
- 9 Do not change the colours.
- 10 Do not reproduce in a single colour other than black.
- 11 Do not convert to greyscale.
- 12 Do not position the logo and descriptor in a shape.
- 13 Do not put a drop shadow or halo on the logo.
- 14 Do not outline the logo.
- 15 Do not create the logo in 3D.
- 16 Do not add additional elements.

1
world skills
London 2011

2
world skills
London 2011
Showcasing skills
that shape our world

3
world skills
Showcasing skills
that shape our world

4
world skills
London 2011
Showcasing skills
that shape our world

5
world skills
London 2011
Showcasing skills
that shape our world

6
Showcasing skills
that shape
our world
world skills
London
2011

7
world skills
London 2011
Showcasing skills
that shape our world

8
world skills
London 2011
Showcasing skills
that shape our world

9
world skills
London 2011
Showcasing skills
that shape our world

10
world skills
London 2011
Showcasing skills
that shape our world

11
world skills
London 2011
Showcasing skills
that shape our world

12
world skills
London 2011
Showcasing skills
that shape our world

13
world skills
London 2011
Showcasing skills
that shape our world

14
world skills
London 2011
Showcasing skills
that shape our world

15
world skills
London 2011
Showcasing skills
that shape our world

16
world skills
London 2011
Showcasing skills
that shape our world

Our logo

1.5

WorldSkills London 2011
Visual identity guidelines

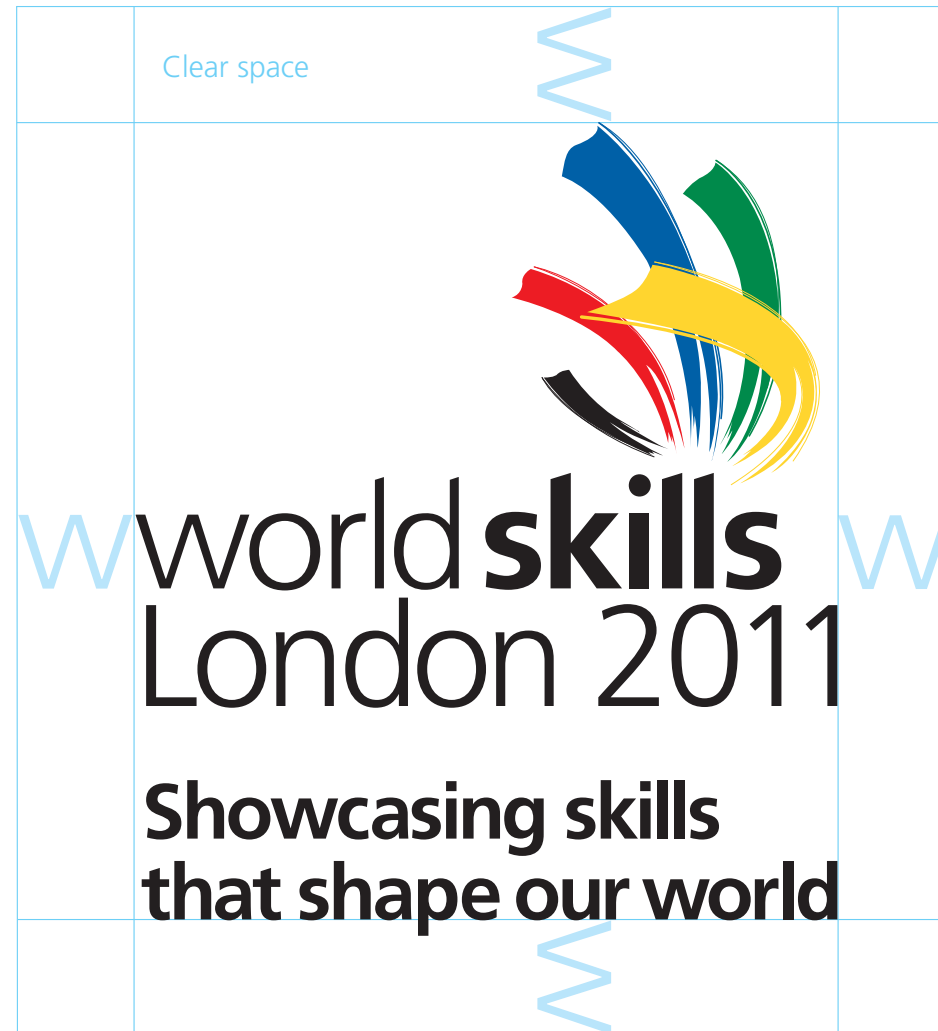
The logo is an important part of our identity and it is important to ensure its presence in all our communications.

Clear space

The logo should always be surrounded by an area of clear space, free from other graphic elements. The minimum clear space around the logo should be equal to the width of the letter 'w' in the logo.

Minimum size

The minimum size is the smallest size at which the logo can be reproduced. It is not a recommended size and should only be used when space is very limited. In instances where the logo needs to be used below the recommended minimum size then the descriptor can be removed to allow the logo to be reproduced at a smaller size (see page 1.6).



Minimum size

WorldSkills London 2011 logo clear space area

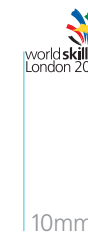
Our logo without the descriptor

Wherever possible try to use the primary logo, however, there may be instances where the WorldSkills London 2011 logo needs to be applied below the minimum 20mm width. In this instance the logo opposite may be used to ensure maximum legibility.



1.6

WorldSkills London 2011
Visual identity guidelines

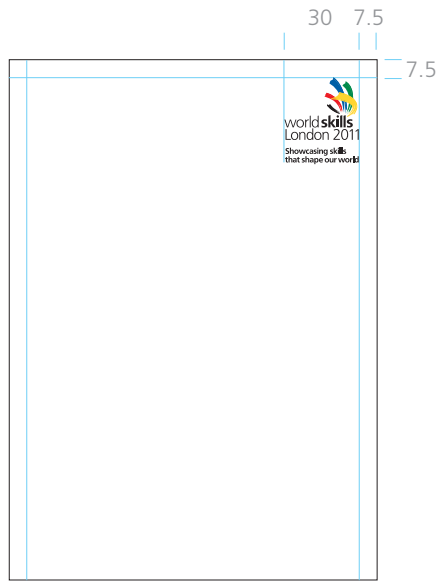


Logo without descriptor clear space area

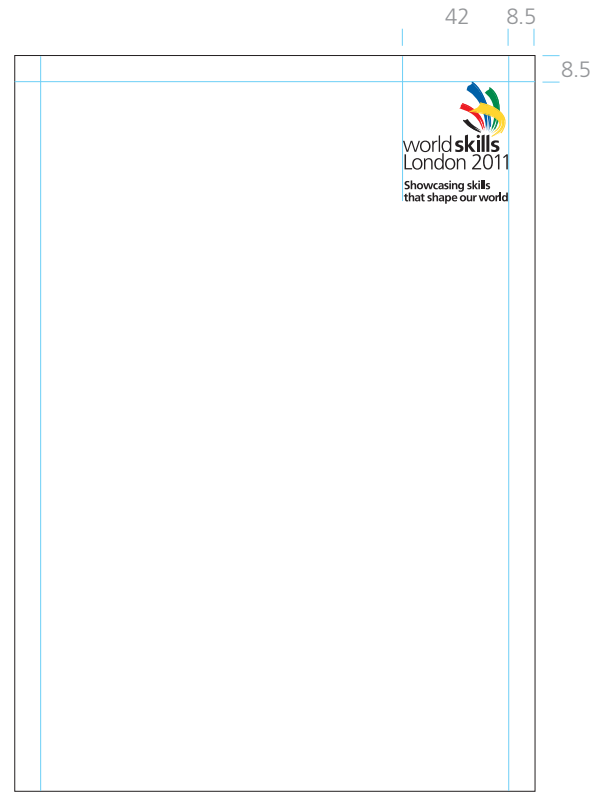
Size and position

These are the recommended sizes for the logo on standard A size formats.

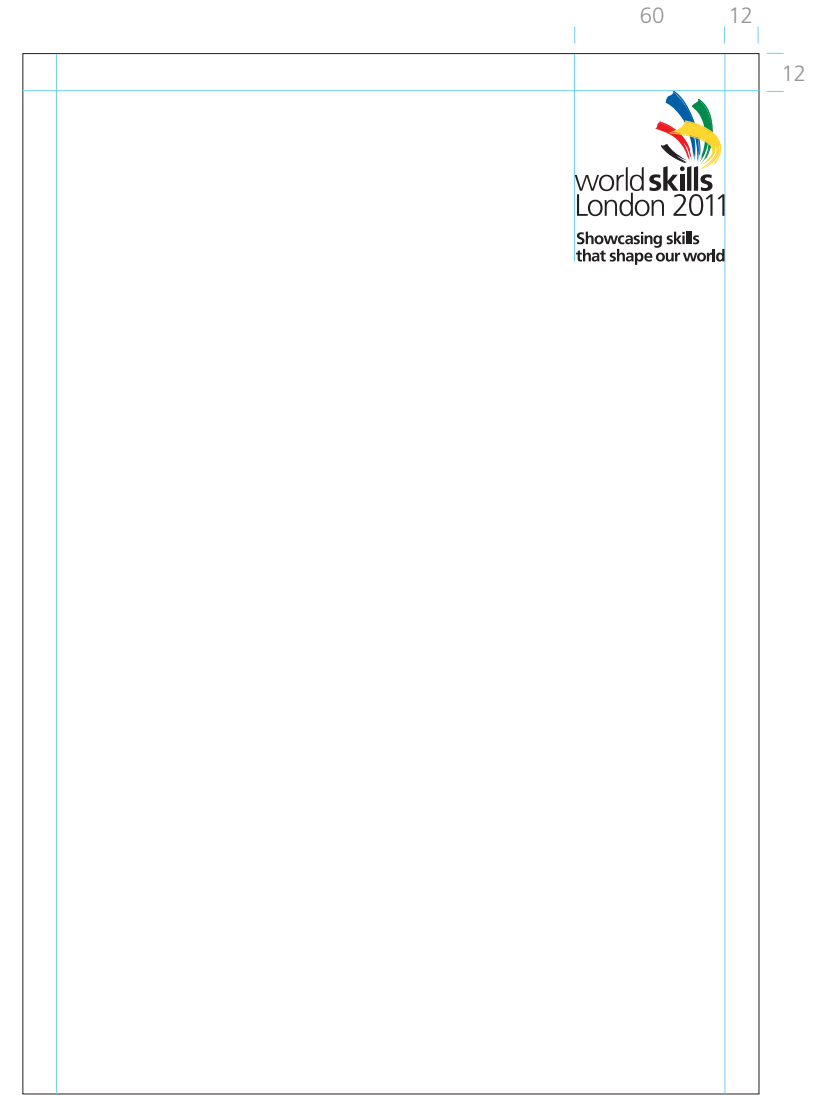
All measurements are in millimetres



A5



A4



A3

Alternative logos

Opposite are examples of how the logo can be reproduced when used on a black or dark background and in single colour, white and black.



Use on black background logo



White logo



Black logo

Using quotes with the logo

A variety of quotes can be used to suit the application. Opposite are the basic principles of how to configure and align a quote with the WorldSkills London 2011 logo.

A quote should only be used where appropriate and where space is permitting.

When applying a quote to a gold background it should be used in black. On applications with a white background they can be any of the colours from the WorldSkills London 2011 colour palette (see page 2.1).

“The competition that transformed my life”
Harry Smith


“See the solution to today’s problems”
Charles Dunstone

Max 30 characters

Cap height

Max 5 lines (inc name)

“Sat et eat empo rehen ihit int lam serit ihit volum eicid eum quame nem volore esant que non sequaelor”
Quote name here



world skills
London 2011

x height

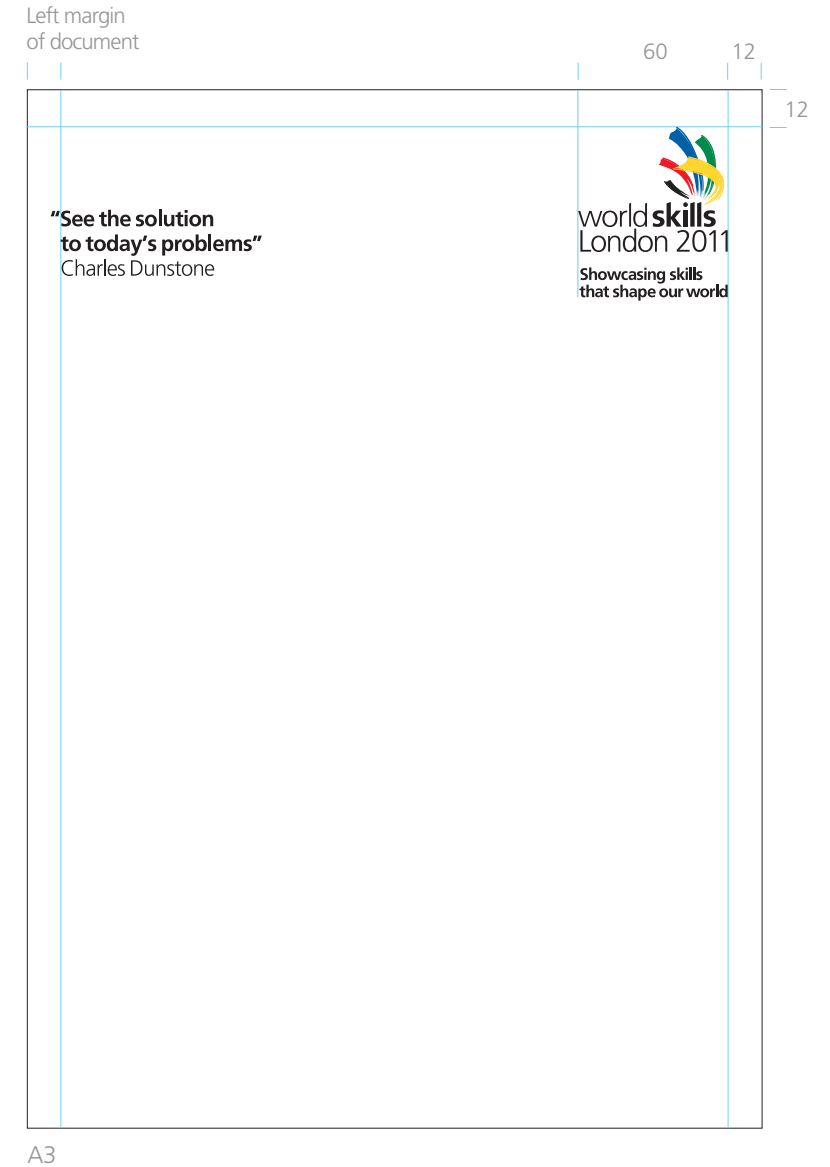
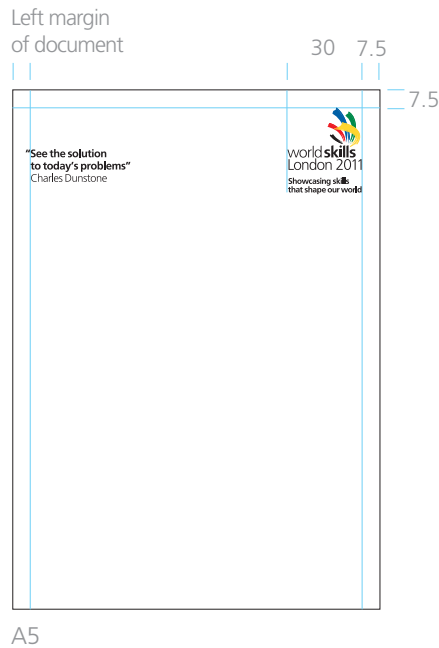
Showcasing skills that shape our world

Size and position

1.10

WorldSkills London 2011
Visual identity guidelines

Opposite are examples of how the quote should be aligned and sized in relation to the WorldSkills London 2011 logo.



Partner logos UK Skills

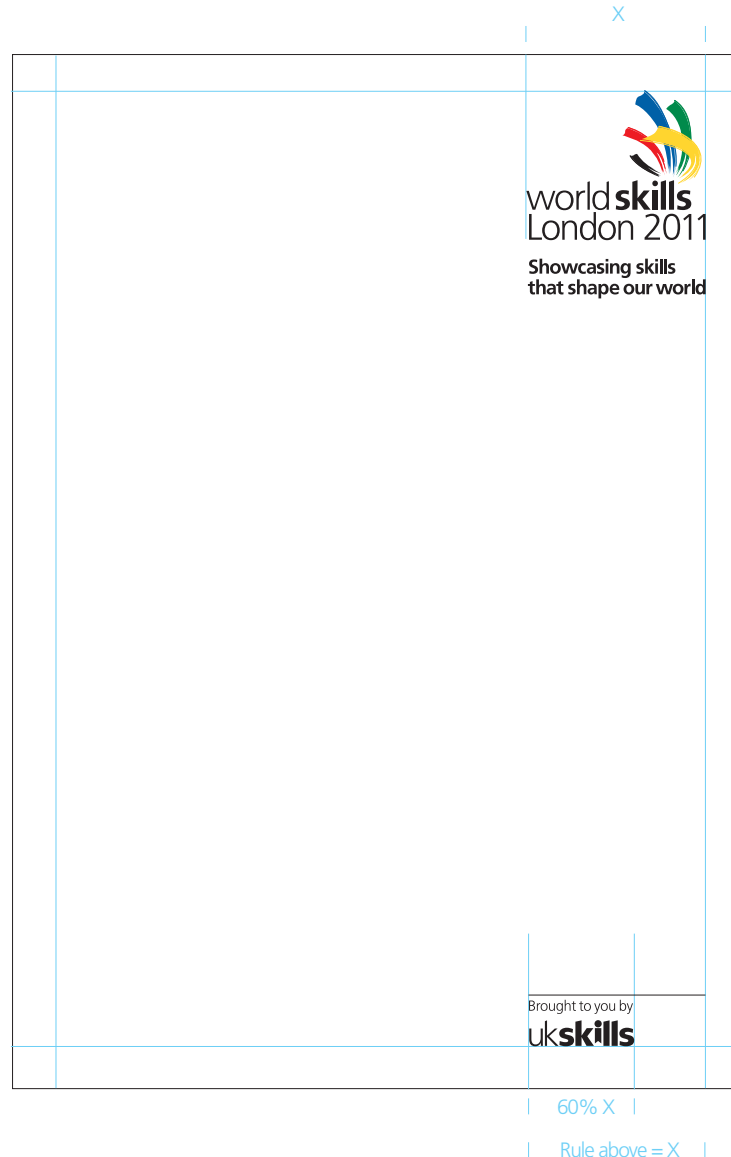
1.11

WorldSkills London 2011
Visual identity guidelines

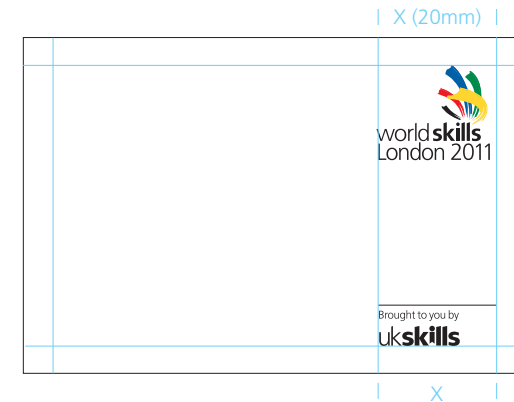
It is important to place the UK Skills logo so that it does not reduce the visual impact of the WorldSkills London 2011 logo.

- Visually align the UK Skills logo with the WorldSkills London 2011 logo, as shown.
- Preferred position of the UK Skills logo is bottom right corner.
- Instances where the WorldSkills London 2011 logo goes below 25mm the width of UK Skills logo should match that of the WorldSkills London 2011 logo.

Wherever the UK Skills logo is applied it should be accompanied by the line 'Brought to you by'. Correct application is shown opposite.



Partner logos positions and size



Partner logos positions and size
when applied below 20mm

Rule above (0.5pt)

'x' height of 'ukskills' type



Range left to align with 'u'

Partner logos UK Skills

1.12

WorldSkills London 2011
Visual identity guidelines

These are examples of how the WorldSkills London 2011 logo and UK Skills partner logo could be applied to some of our communications.



Brochure cover



Pop-up display

WorldSkills expressed in typed text.

The correct way to type WorldSkills in any text (in all applications), is as one word in lowercase with and uppercase W and S.

The only exception to this is in the expression of the WorldSkills world wide web address, which is all in lowercase:
worldskillslondon2011.com

✓ WorldSkills

The correct configuration when typing WorldSkills.

✗ World Skills

These are all incorrect configurations when typing WorldSkills.

Never insert a word break.

✗ Worldskills

Always use an upper case W and S.

✗ World skills

Never insert a word break.
Always use an upper case W and S.

✗ worldskills

Always use an upper case W and S.

✗ world skills

Never insert a word break.
Always use an upper case W and S.

✗ WORLDSKILLS

Never insert a word break.
Always use lowercase with an upper case W and S.

Section 2

Using our sponsors and partners assets

Sponsors and partners use logo

2.1 Sponsors and partners use logo

2.3 Configuration

2.4 Clear space

2.5 Use on coloured backgrounds

2.6 Application

Sponsors lock-up logo

2.9 Sponsors and partners lock-up logo

2.10 Configuration

2.11 Applying a logo to the lock-up

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2.13 The lock-up in use

2.15 Use on coloured backgrounds

2.16 Application

Sponsors and partners

**Sponsors and
partners use logo**

Sponsors and partners use logo

A sponsors and partners use logo and lock-up can only be used once status has been agreed by WorldSkills London 2011.

2.1

WorldSkills London 2011
Visual identity guidelines

Premier Sponsor



world **skills**
London 2011

Showcasing skills
that shape our world

Sponsors and partners use logos

A suite of logos exists for every level of sponsorship or partnership. These can be used by sponsors or partners on their own communications.

Premier Sponsor



Gold Sponsor



Silver Sponsor



Bronze Sponsor



Presenting Sponsor



Official Supplier



Official Transport Provider



Legacy Partner



Sector Partner



Supporting Partner



Supporter



Configuration

Creating the right configuration

Each of the elements of the WorldSkills London 2011 logo have been specially positioned for maximum legibility.

Do not use any other configurations of these elements to create the logo.

Premier Sponsor

= 60% of 'x' Set in Frutiger 65 Bold

= 60% of 'x'



world **skills**
London 2011

X
'x' height of 'world' type

= 60% of 'x'

= 'x' Set in Frutiger 45 Light

= 100% of 'x'

**Showcasing skills
that shape our world**

= 80% of 'x' Set in Frutiger 65 Bold

Range left with 'L'

Clear space and minimum size

The logo is an important part of our identity and it is important to ensure its presence in all our communications.

Clear space

The logo should always be surrounded by an area of clear space, free from other graphic elements. The minimum clear space around the logo should be equal to the width of the letter 'w' in the logo.

Minimum size

The minimum size is the smallest size at which the logo can be reproduced. It is not a recommended size and should only be used when space is very limited.



2.4

WorldSkills London 2011
Visual identity guidelines

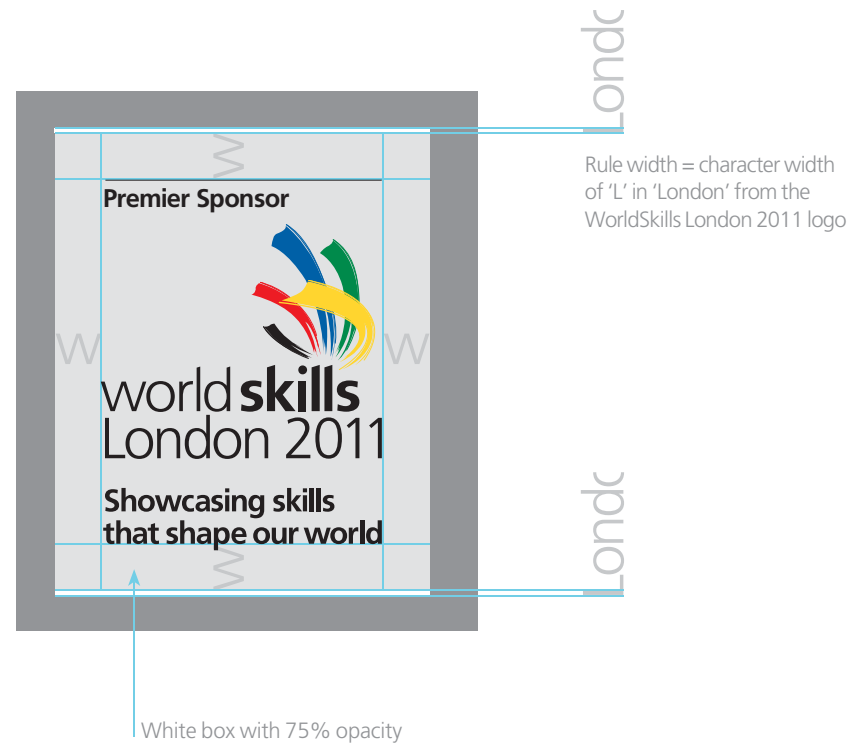


20mm
Minimum size

Use on coloured backgrounds

Wherever possible the WorldSkills London 2011 sponsors and partners use logo should be reproduced on a white background. In instances where this is not possible the logo should be positioned in a white box, shown opposite.

The box should be contained by a rule top and bottom. The weight of the rule should be equal to the character width of the 'L' in 'London' from the WorldSkills London 2011 logo.

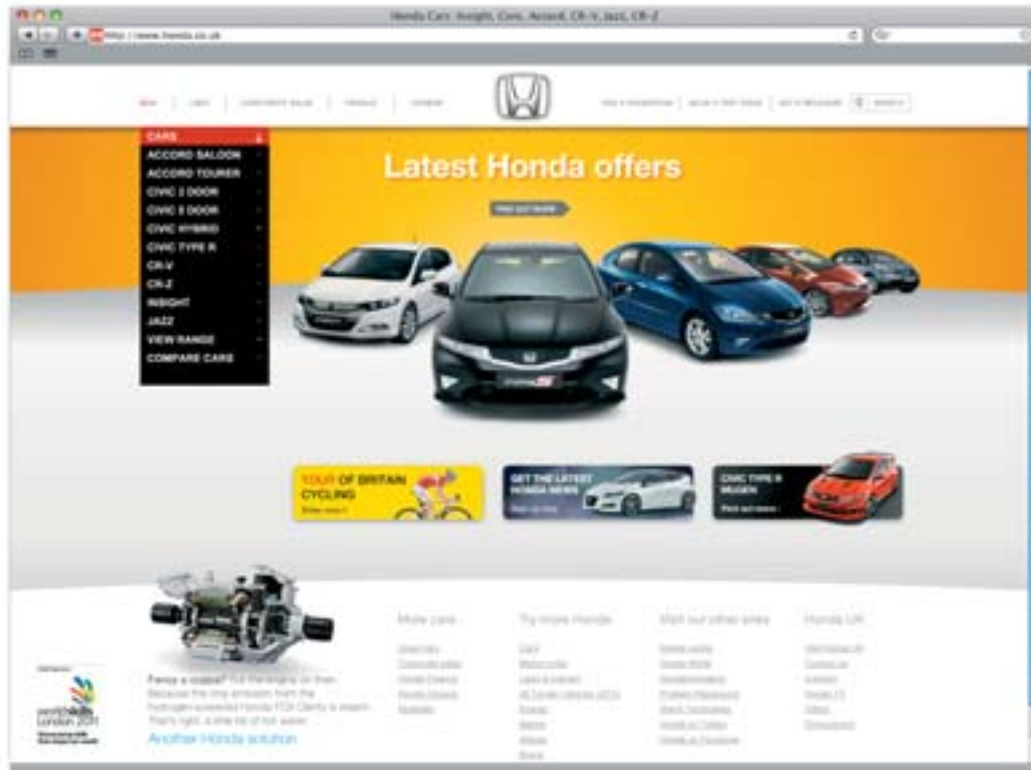


Application

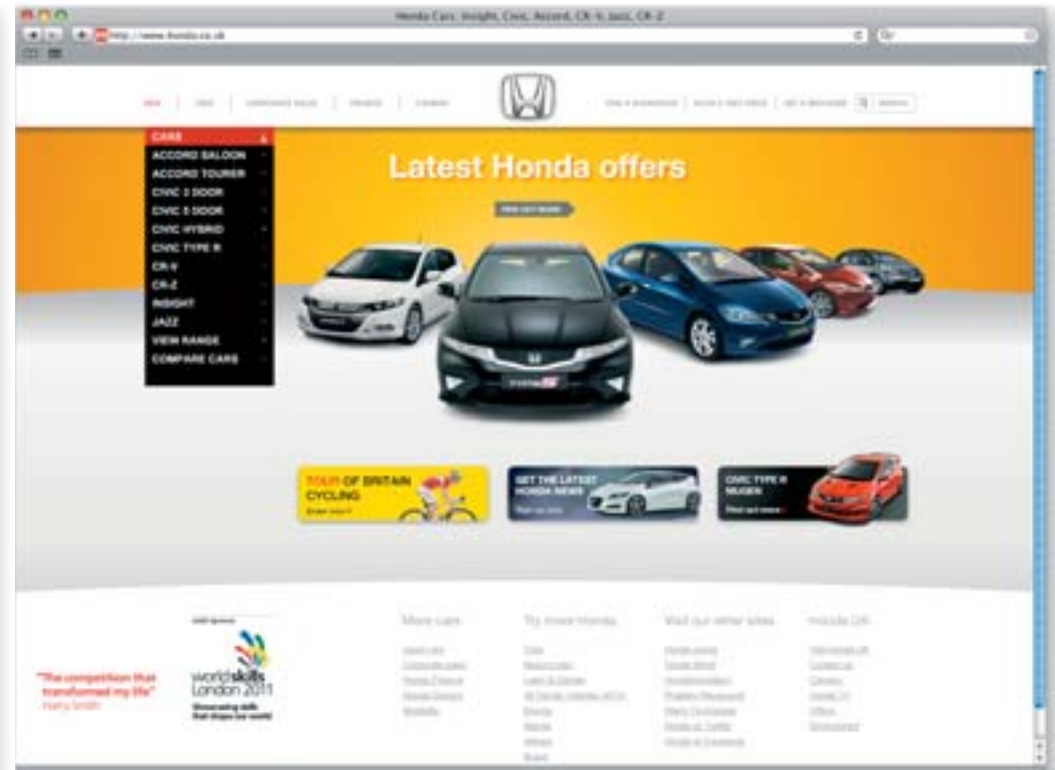
2.6

WorldSkills London 2011
Visual identity guidelines

Where appropriate and space permits a quote can be used to supplement the WorldSkills London 2011 sponsors and partners use logo.



The WorldSkills London 2011 sponsors and partners use logo applied to the Honda website



The WorldSkills London 2011 sponsors and partners use logo with supplementary quote

Application

2.7

WorldSkills London 2011
Visual identity guidelines

Where appropriate and space permits a quote can be used to supplement the WorldSkills London 2011 sponsors and partners use logo.



The WorldSkills London 2011 sponsors and partners use logo applied to the City & Guilds website



The WorldSkills London 2011 sponsors and partners use logo with supplementary quote

**Sponsors
and partners
lock-up logo**

Sponsors and partners lock-up logo

The WorldSkills London 2011 sponsors and partners lock-up logo is primarily for use on third party communication where the sponsor or partner would like to demonstrate their involvement with WorldSkills London 2011.

The lock-up consists of the Primary WorldSkills London 2011 logo with the descriptor removed, together with:

- Space to insert a sponsor or partner logo.
- A descriptor detailing the sponsor or partner's level of involvement with WorldSkills London 2011.
- Dividing rules.

Sponsor's logo box



Premier sponsor of WorldSkills London 2011

Configuration

Creating the right configuration

Each of the elements of the WorldSkills London 2011 sponsors and partners lock-up logo have been specially positioned for maximum legibility.

Do not use any other configurations of these elements to create the logo.

When adding the additional typographic elements to the WorldSkills London 2011 sponsors and partners lock-up logo use the Frutiger font and follow the guidelines opposite.

Guidance on how to add a sponsor's or partner's logo to the lock-up is detailed over the following pages.



Applying a sponsor's logo to the lock-up

As the WorldSkills London 2011 sponsors and partners lock-up logo needs to accommodate a variety of logos, all with differing proportions, it contains a 'logo box' in which to insert the sponsor or partner logo. The size of the logo box is based on 'x' which is equal to the x height of the 'worldskills' type in the WorldSkills London 2011 logo that sits alongside it.

When inserting a logo it should be aligned to the bottom right corner of the logo box. It is then scaled up as large as it can go before hitting either the top or left edge of the logo box, depending on the logo's proportions.



Premier sponsor of WorldSkills London 2011



Premier sponsor of WorldSkills Londor

Example with landscape logo



Premier sponsor of World

Example with square logo

Adjusting the rule

Once the sponsor or partner logo has been inserted, depending on its proportions, the rule and descriptor underneath may need to be adjusted.

This is done by simply dragging the left edge of the rule and descriptor text box across until it aligns with the left edge of the sponsor or partner logo (fig 2).

In certain instances (fig 3) the descriptor text may need to be applied over two lines. In this case the leading value should be 2pt more than the descriptor type size (e.g. 10pt type on 12pt leading).

Fig 1.



Fig 2.



Fig 3.



The lock-up in use

2.13

WorldSkills London 2011
Visual identity guidelines



Premier sponsor of WorldSkills London 2011

The lock-up in use

2.14

WorldSkills London 2011
Visual identity guidelines

Examples of the how the lock-up would look with various sponsor and partner logos.



Gold sponsor of WorldSkills London 2011



Silver sponsor of WorldSkills London 2011



Presenting sponsor of WorldSkills London 2011



Official supplier of WorldSkills London 2011



Official supplier of WorldSkills London 2011



Official supplier of
WorldSkills London 2011

Use on coloured backgrounds

Wherever possible the WorldSkills London 2011 sponsors and partners lock-up logo should be reproduced on a white background. In instances where this is not possible the logo should be positioned in a white box, shown opposite.

The box should be contained by a rule top and bottom. The weight of the rule should be equal to the character width of the 'L' in 'London' from the WorldSkills London 2011 logo.



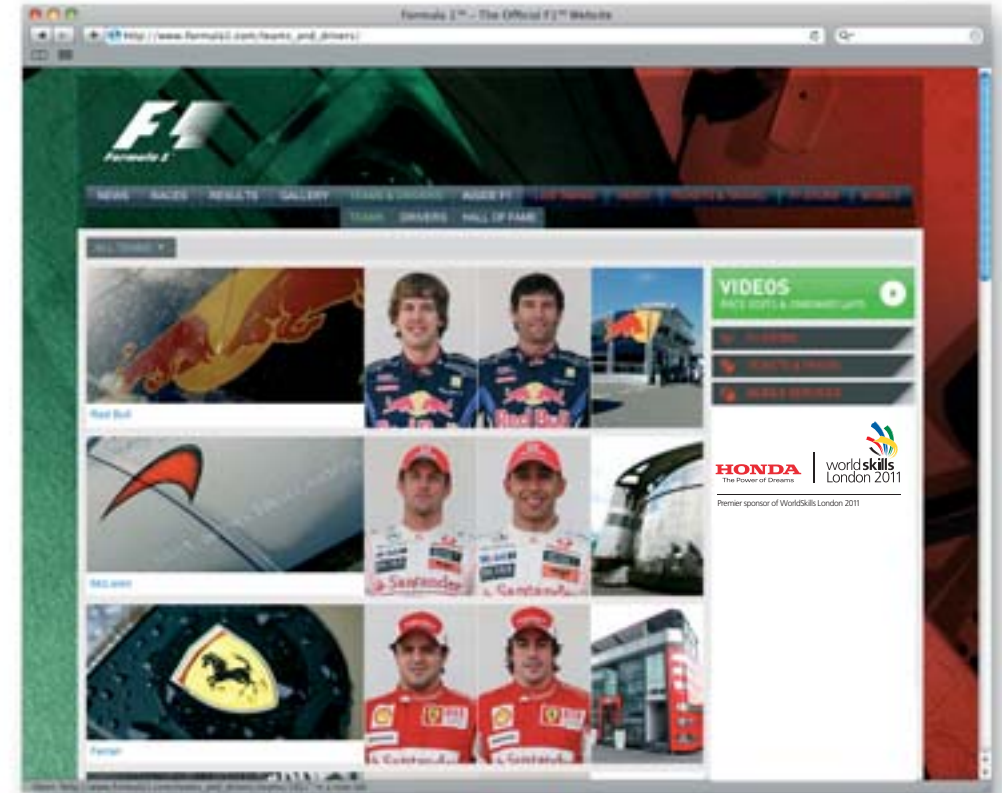
White box with 75% opacity

Rule width = character width of 'L' in 'London' from the WorldSkills London 2011 logo



Application

Examples of how the WorldSkills London 2011 sponsors and partners lock-up logo can be applied to third party communications.



Application

2.17

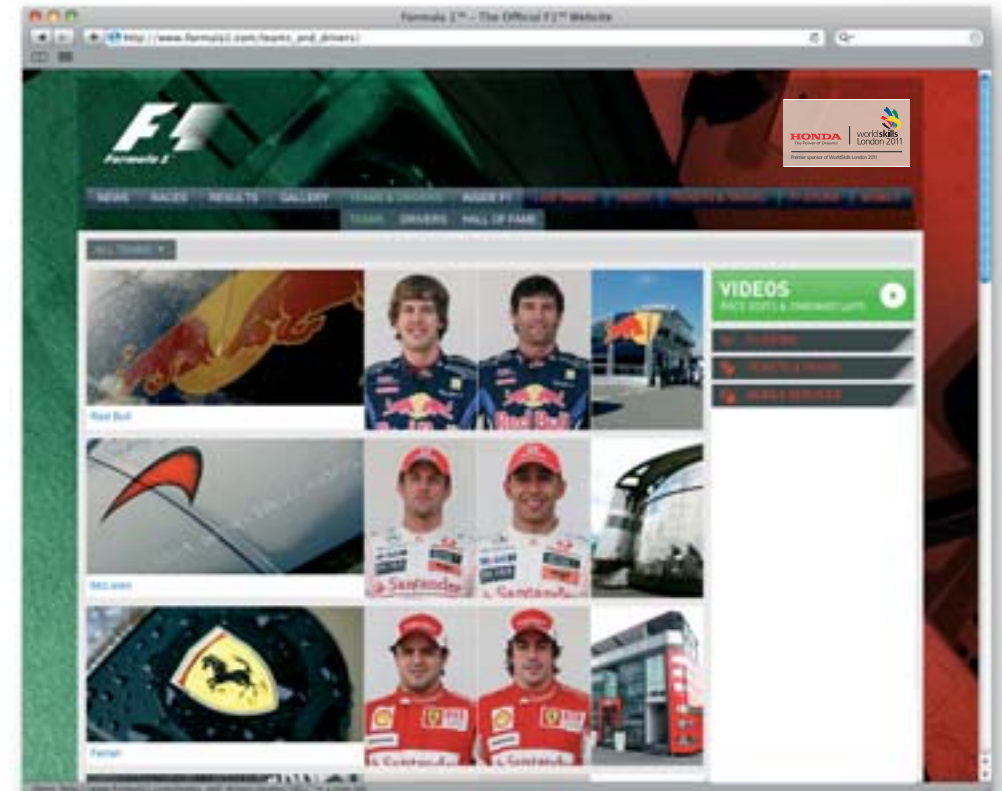
WorldSkills London 2011
Visual identity guidelines

Examples of how the WorldSkills London 2011 sponsors and partners lock-up logo can be applied to third party communications.



Application on colour

Examples of how the WorldSkills London 2011 sponsors and partners lock-up logo can be applied to third party communications when it is required on a coloured background.



Section 3

Our visual tool kit

Core elements

3.1 Colour palette

3.2 Core typeface

3.3 Hyphenation and justification

3.4 DDA regulations

3.5 Template typeface

Core elements

Colour palette

3.1

WorldSkills London 2011
Visual identity guidelines

Our colours can be used to create recognition for our identity.

Primary palette

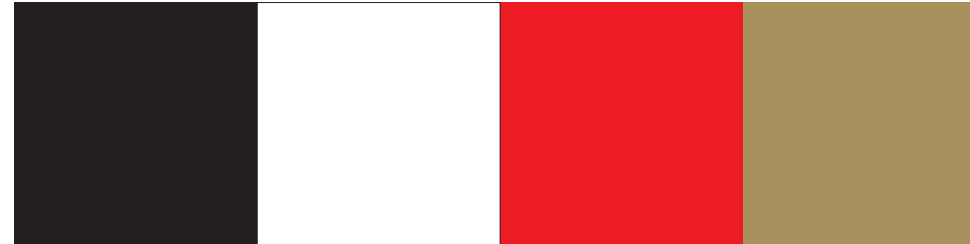
There are four main colours in our visual identity. These can be used across all communications.

Secondary palette

Supporting these main colours are a palette of four secondary colours. Used in smaller quantities than the primary colours, these are used to create pace in the application of the identity. They should always be used in conjunction with the primary colour palette and never overpower them.

- Always reproduce the colours using the specifications shown here.
- Do not add your own colours to the palette.

Primary palette



Pantone® Process Black	White	Pantone® 186	Pantone® 871
C0 M0 Y0 K100	C0 M0 Y0 K0	C0 M100 Y100 K0	C30 M35 Y70 K10
R0 G0 B0	R255 G255 B255	R286 G0 B0	R170 G145 B90
Web # 000000	Web # FFFFFFFF	Web # 990000	Web # 999966

Secondary palette



Pantone® Cool Grey 8	Pantone® 286	Pantone® 356	Pantone® 116
C0 M0 Y0 K50	C90 M65 Y0 K0	C80 M0 Y100 K0	C0 M15 Y90 K0
R102 G102 B102	R0 G0 B102	R0 G102 B0	R255 G204 B0
Web # 666666	Web # 000066	Web # 006600	Web # FFCC00

Frutiger

Frutiger is our core typeface and should be used across all communications. We use only Frutiger Light and Frutiger Bold.

- Do not use any weights or styles of Frutiger other than Light and Bold.
- Text should always be set ranged left, never ranged right, justified or centred.
- Headings are only ever in upper and lower case – we never use all caps.
- We always use -2pt tracking on Frutiger.
- Hyphenation and Justification should be adjusted to the specifications on the next page.

Frutiger is our core typeface

Frutiger 45 light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:'.,"?

Frutiger 65 Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890!@£\$%^&*();:'.,"?

Hyphenation and justification

Hyphenation

Automatic hyphenation should be switched off for your layout. This can be done in the H&Js window in QuarkXpress and the Hyphenation window in InDesign.

Justification

Justification Word Spacing should be set to Minimum 80%, Desired 80% and Maximum 80%. This can be done in the H&Js window in QuarkXpress and the Justification window in InDesign.



H&Js for QuarkXpress



Hyphenation for InDesign



Justification for InDesign

WorldSkills are keen for all their material to be accessible to everybody.

DDA regulations stipulate that all text should be set at a minimum of 12pt to ensure accessibility. However we realise that this is not always practical, cost effective or aesthetically pleasing. Below are a few points on how to ensure material is legible and accessible.

- Use simple and clear typefaces.
- Type size where possible is 12 point or ideally 14 point.
- Text is left aligned.
- Layout is consistent and logical.
- Words are not split between lines.
- No large blocks of capital letters.
- No italics.
- No words are underlined.
- Paper is thick enough to minimise the amount of show through from the other side.
- Leading is not cramped.
- On body text colour ensure there is a good contrast between the text and the background.
- Line space between paragraphs.
- All text is set horizontally.
- Adequate gutter between columns.

Is it
legible?

Arial

Arial is our chosen typeface for all electronic templates, such as letters. We use only Arial Regular and Arial Bold.

- Do not use any weights or styles of Arial other than Regular and Bold.
- Text should always be set ranged left, never ranged right, justified or centred.
- Headings are only ever in upper and lower case – we never use all caps.

Arial is our
template typeface

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@£\$%^&*()::',."?

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@£\$%^&*()::',."?

Section 4

Our unique style

Imagery

4.1 Our images

4.2 Our image library

4.3 Gold and vignettes

4.4 Applying the images

4.5 Word pool

4.6 Typographic treatments

4.8 Additional imagery

Imagery

Our images

4.1

WorldSkills London 2011
Visual identity guidelines

To give our communications a unique style we have created a distinct set of images to be used.

Our photographic style uses silhouettes of people competing in sporting events with their usual equipment replaced by tools and equipment from WorldSkills London 2011 events.

There are 12 different compositions covering different skill groups, the image library provides a wide selection to suit the needs of all communications.



Our image library

4.2

WorldSkills London 2011
Visual identity guidelines

This library of images has been specifically created for WorldSkills London 2011.

There are 12 images to choose from, covering a variety of skills and compositions.

They are available from Laura Thackray (see section 8 for contact details).



Gold and vignettes

Another key element of the WorldSkills London 2011 identity is the use of gold.

The silhouette imagery should always be applied on top of gold (see primary colour palette, page 2.1).

Pantone

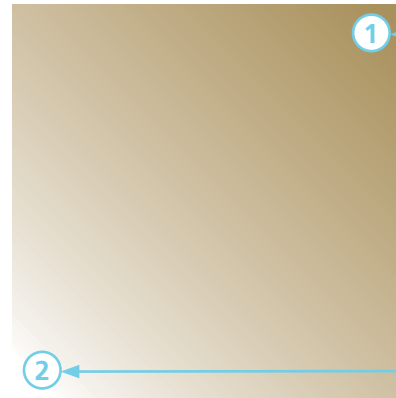
When printing a special Pantone (871) for the gold always apply it as a solid (no vignette).

CMYK, RGB and Web

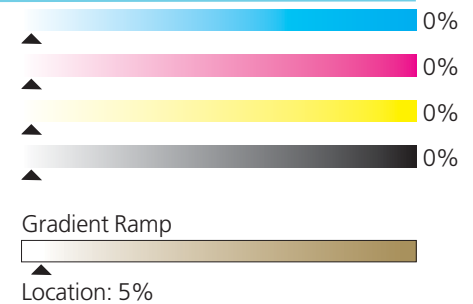
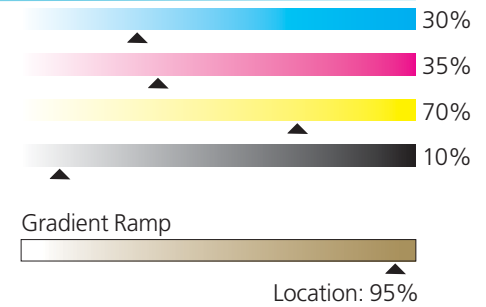
When using the gold out of four colour process or for digital applications use the gold as a vignette shown opposite.



Pantone® 871



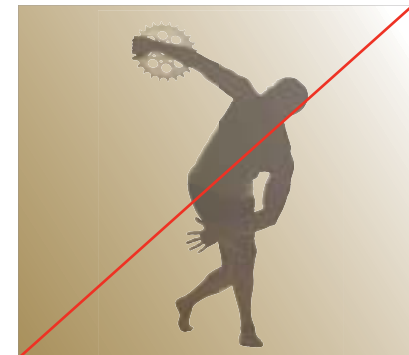
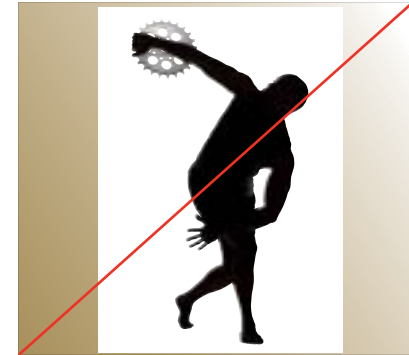
C30 M35 Y70 K10
R170 G145 B90
Web # 999966



Applying the images

The left hand image shows the correct application of the images to the gold vignette.

- 1 Do not apply the image in a white box.
- 2 Do not apply any transparencies or opacities to the image.
- 3 If you crop or scale an image make sure it is still possible to understand the subject or skill it is showing.



The following words are the WorldSkills London 2011 word pool. This suite of inspirational words can be used in combination with the silhouettes or on their own.

These words can be individually applied to WorldSkills London 2011 communications pieces using the typographic treatments on the following page.

**Succeed / Ambition / Excel
Opportunity / Compete
Challenge / Innovate
Flourish / Accomplish
Quality / Inspire / Achieve
Triumph / Exceed
Excellence / Commitment**

On larger applications words from the word pool can have a typographic treatment applied to them and then be combined with WorldSkills London 2011 imagery.

When you have chosen a word from the word pool it must then be applied in Frutiger 65 Bold with –60 tracking (InDesign) and the correct gradient as detailed on this page. This type treatment can only be applied to gold vignettes (see page 3.3).

Type



↑
WorldSkills gold
C30 M35 Y70 K10

↑
20% WorldSkills gold
C30 M35 Y70 K10

Background



↑
White

↑
WorldSkills gold
C30 M35 Y70 K10

Typographic treatments

4.7

WorldSkills London 2011
Visual identity guidelines

These are some examples of how the type should be applied and combined with the images.

- The image should always be in front of the type.
- Only use the gold vignettes for the type as detailed on the previous page (3.6).
- If you crop or scale an image make sure it is still possible to understand the subject or skill it is showing.
- Always ensure the word is still legible behind the silhouette.
- Consider the combination of type and image to follow movement or fit to the shape of the silhouette.



Additional imagery

4.8

WorldSkills London 2011
Visual identity guidelines

Most additional imagery can be obtained from WorldSkills London 2011, however when this is not possible the images on this page provide a snapshot of the style for any additional imagery.

Ensure imagery is clear and of good quality. Please always be cost conscious.

For more information on obtaining WorldSkills London 2011 additional imagery please contact Laura Thackray (see section 8 for contact details).



Additional imagery

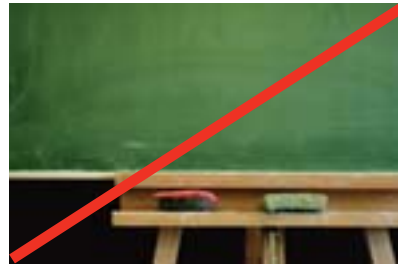
4.9

WorldSkills London 2011
Visual identity guidelines

Most additional imagery can be obtained from WorldSkills London 2011, however when this is not possible and stock imagery is required we want to avoid clichés and options that are over used in the skills sector.

When creating and sourcing imagery:

- Don't show people on phones.
- Don't show blackboards.
- Don't have people punching the air.
- Don't use vector images.
- Don't use silhouettes other than from the WorldSkills London 2011 image bank.
- Don't show graduation ceremonies.
- Don't reference graduation scrolls or hats.
- Don't show alcoholic drinks.
- Don't use clip-art.
- Don't show globes.
- Don't show corporate handshakes.
- Don't use multicoloured backgrounds.



Section 5

Creating layouts

Literature

5.1 Layout grid

5.2 Covers

5.3 Introduction pages

5.4 Text pages

5.5 Divider pages

5.6 Diagrams

5.7 Stationery

5.8 Business cards

5.9 Letterhead template

Literature

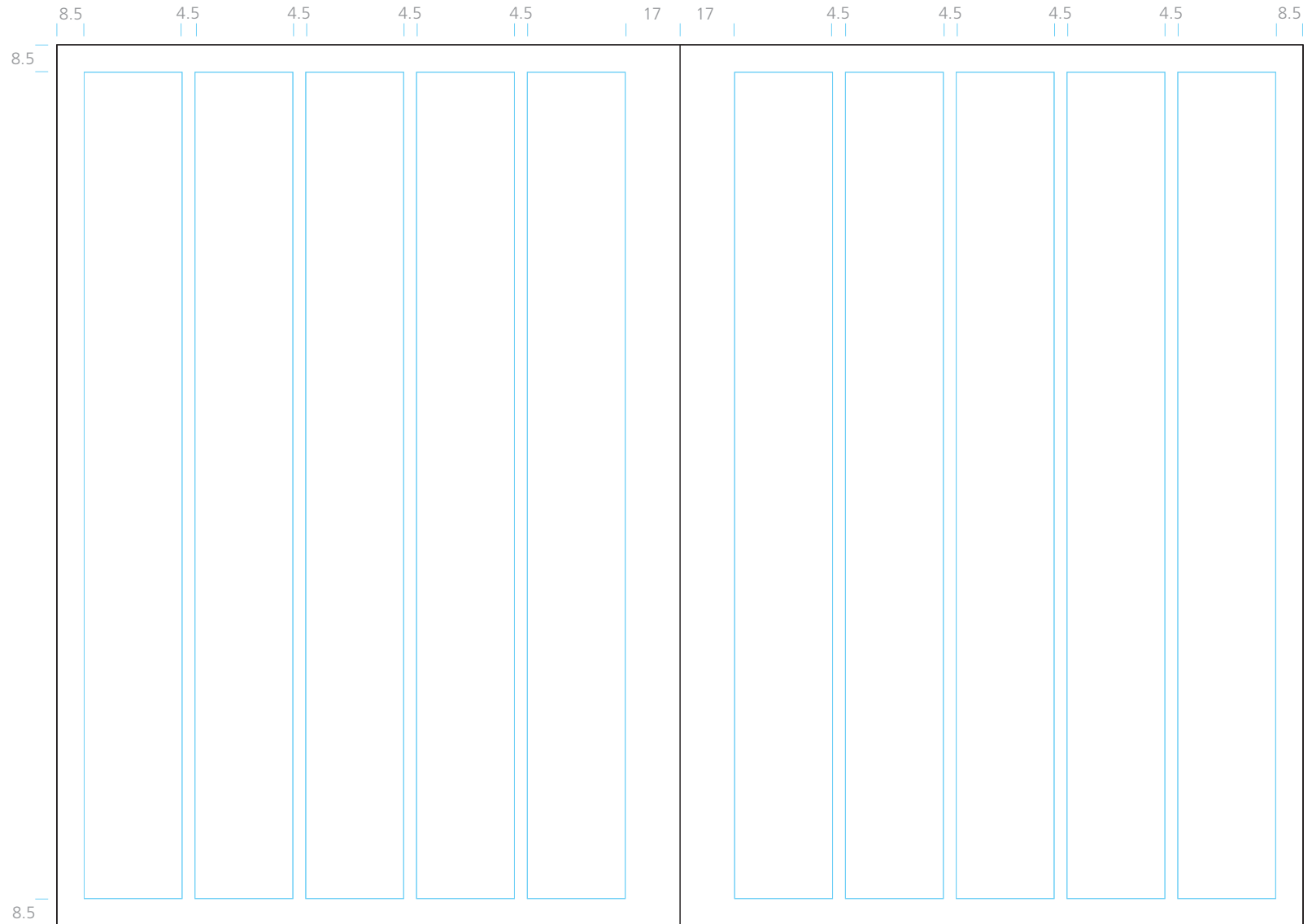
Layout grid

5.1

WorldSkills London 2011
Visual identity guidelines

The basis of all our literature is the grid.

- Our basic grid consists of five columns.
- The grid shown here is for A4 pages – this should be used as a guide for other format sizes.



All measurements are in millimetres

Covers

5.2

WorldSkills London 2011
Visual identity guidelines

General principles

- The title should be aligned to the top of the WorldSkills London 2011 logo.
- Use a suitable image or images from the library.
- Position the logo and partner logos according to the recommended size and position as shown on page 1.7.

align title to the top of logotype



National campaign



International campaign

General principles

Make feature of the introduction by using a large type size.

Pellentesque dolor tortor, semper id, egestas lorem upsi non, vehicula id, odio. Sed malesuada quam vel dui. Praesent purus nulla, adipiscing non, rhoncus pretium, consequat sit amet, nunc. Morbi congue turpis eget ante. Integer iaculis justo sed ligula. Proin porta tortor at justo. Morbi placerat pellentesque ante. Nunc sed sem volutpat massa sodales consectetur. Suspendisse justo tellus, volutpat quis, sollicitudin nec, accsan sit amet. quam. Sed augue. Nam faucibus, dui ac imperdiet venenatis, leo eros commodo nisi, non hendrerit mauris nisi sit amet risus. Nunc gravida pede. Ut ante velit, pellentesque sed, convallis vel, accumsan sit amet, odio. Sed eurna.

General principles

- Headers should be applied in Frutiger 65 Bold and in black with subheaders in Frutiger 45 Light and in WorldSkills London 2011 gold.
- Headers within body copy should be applied in Frutiger 65 Bold and in black in the same font size as the body copy.

Lorem ipsum

Pellentesque ante sed sem volutpat massa sodales consectetur. Suspendisse justo tellus, volutpat quis, sollicitudin nec, accumsan sit amet. quam. Sed augue. Nam faucibus, dui ac imperdiet venenatis, leo eros commodo.

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Lorem ipsum dolor

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Divider pages

5.5

WorldSkills London 2011
Visual identity guidelines

General principles

Make a feature of divider pages with words from the word pool and apply the typographic treatment (see page 3.6).

Lorem ipsum

Pellentesque ante sed sem volutpat massa sodales consetetur. Suspendisse justo tellus, volutpat quis, sollicitudin nec, accumsan sit amet. quam. Sed augue. Nam faucibus, dui ac imperdiet venenatis, leo eros commodo.

Innovate

General principles

- Use colours from the palette to help communicate the diagram, but avoid using lots of different colours in the same diagram.
- Ensure the diagram is clear and simple.

Lorem ipsum

Pellentesque ante sed sem volutpat massasodales consectetur. Suspendisse justo tellus, volutpat quis, sollicitudin nec, accumsan sit amet quam. Sed augue. Nam faucibus, dui ac imperdiet venenatis, leo eros commodo.

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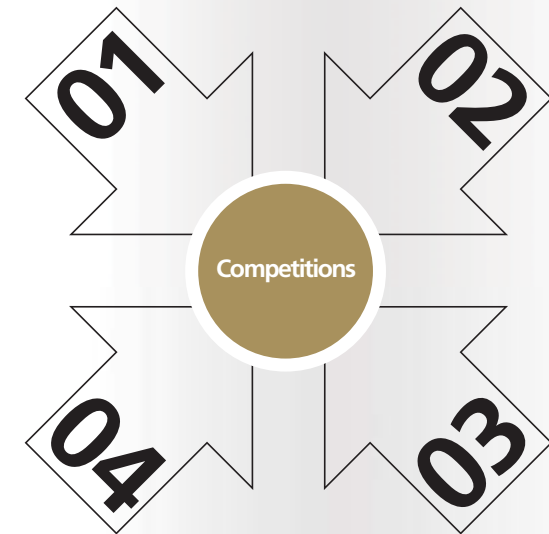
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Rutrum maurisce dapibus

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Stationery

5.7

WorldSkills London 2011
Visual identity guidelines

Shown here is the WorldSkills London 2011 letterhead and compliment slip.

Letterhead templates should be output on pre-printed headed paper.

All body text should be set in the template typeface, Arial regular at 11pt and aligned to the left edge of the address block.


world skills
London 2011
Showcasing skills
that shape our world

John Smith
Address line one
Address line two
Address line three
Address line four

Dear John

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nulla et nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Utenim ad min veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea eros commodo consequat. Duis autem vel eum iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim mim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip commodo consequat autem vel eum blandit iriure.

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Best regards

John Smith

WorldSkills London 2011 Ltd. T +44 (0)20 7294 2778
1 Giltspur Street E enquiries@worldskillslondon2011.com
London EC1A 9DD W worldskillslondon2011.com

WorldSkills London 2011 Limited is registered in England at 5 Portland Place, London W1B 1PW, limited by shares, number 5870193.
Printed on FSC approved paper from well managed sources.

Premier Sponsor Brought to you by
 


world skills
London 2011
Showcasing skills
that shape our world

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1 Giltspur Street E enquiries@worldskillslondon2011.com
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Printed on FSC approved paper from well managed sources.

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Compliment Slip
actual size one third A4 (210mm x 99mm)

Letterhead
actual size A4 (210mm x 297mm)

Business cards

5.8

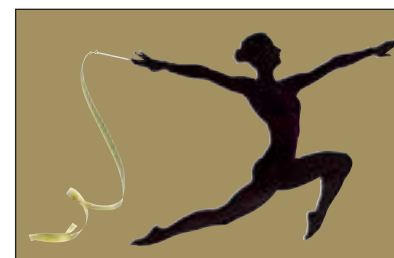
WorldSkills London 2011
Visual identity guidelines

Shown here is the WorldSkills London 2011 business card.

The business cards have a design on the reverse which consist of the gold and one of the WorldSkills London 2011 silhouettes.



Business card
Actual size 85mm x 55mm



Letterhead template

Sponsor logo application

5.9

WorldSkills London 2011
Visual identity guidelines

Shown here is an example of an electronic letterhead template which has the capacity to hold additional sponsors' logos. The additional logos should be placed above the partner and premier sponsor logo.

John Smith
Address line one
Address line two
Address line three
Address line four



worldskills
London 2011
Showcasing skills
that shape our world

Dear John

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nulla et nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad min veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea eros commodo consequat. Duis autem vel eum iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim mim veniam, quis nostrud exercitation ullam corper suscipit lobortis nisl ut aliquip commodo consequat autem vel eum blandit iriure.

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Best regards
John Smith

Sponsors



WorldSkills London 2011 Ltd. T +44 (0)20 7294 2778
1 Giltspur Street E enquiries@worldskillslondon2011.com
London EC1A 9DD W worldskillslondon2011.com

Premier Sponsor Brought to you by
City Guilds ukskills

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Section 6

Using our templates

Electronic

6.1 Powerpoint title slide

6.2 Powerpoint section slide

6.3 Powerpoint text slide

6.5 Powerpoint graph slide

6.6 Website home page

6.7 Website content page

6.8 Email sign-off

Electronic

Powerpoint Title slide

6.1

WorldSkills London 2011
Visual identity guidelines

This is the template for our title slides.

- Try and keep the title to a maximum of three lines.
- The slide should feature a suitable image or images from the image library.



Powerpoint Section slide

6.2

WorldSkills London 2011
Visual identity guidelines

This is the template for our
section slides.

- Try and keep the title and subtitle to a maximum of four lines.
- The slide should feature a suitable word from the word pool applied with the correct typographic treatment (see page 3.6).



Powerpoint Text slide

6.3

WorldSkills London 2011
Visual identity guidelines

This is the template for our text slides.

- Try and keep the title and subtitle to a maximum of two lines.
- Chose suitable imagery from the library to accompany the text.



Powerpoint Text slide

6.4

WorldSkills London 2011
Visual identity guidelines

This is the template for our text slides.

- Try and keep the title and subtitle to a maximum of two lines.
- Chose suitable imagery from the library to accompany the text.



Powerpoint Graph slide

6.5

WorldSkills London 2011
Visual identity guidelines

This is an example of a graph,
for our PowerPoint slides.

- Use colours from our palette.
- When labelling or adding captions ensure the text size is legible.



Website Home page

6.6

WorldSkills London 2011
Visual identity guidelines

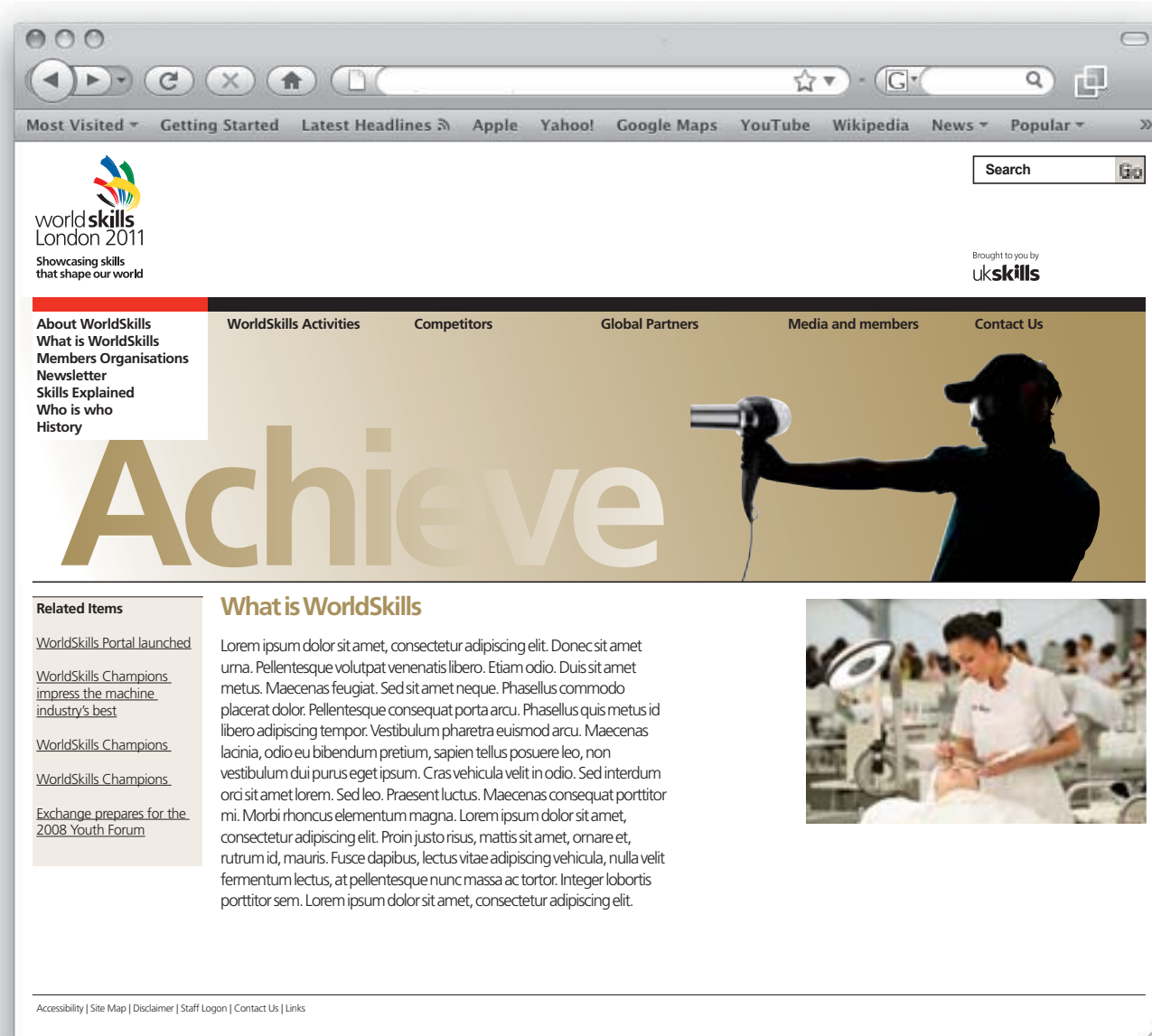
The home page should introduce the organisation and provide a menu of contents for the rest of the site.

Design principles

- Use the template typeface, Arial for all HTML text.
- Use only colours from the palette on the page 2.1.

Accessibility

- In order to assist people who might find it difficult to use the web – for example visually impaired people – use the following principles when creating pages:
- Text should normally be at least 12pt.
 - Do not use frames.
 - Use 800x600 pixels as the default page size.



Website

Content page

6.7

WorldSkills London 2011
Visual identity guidelines

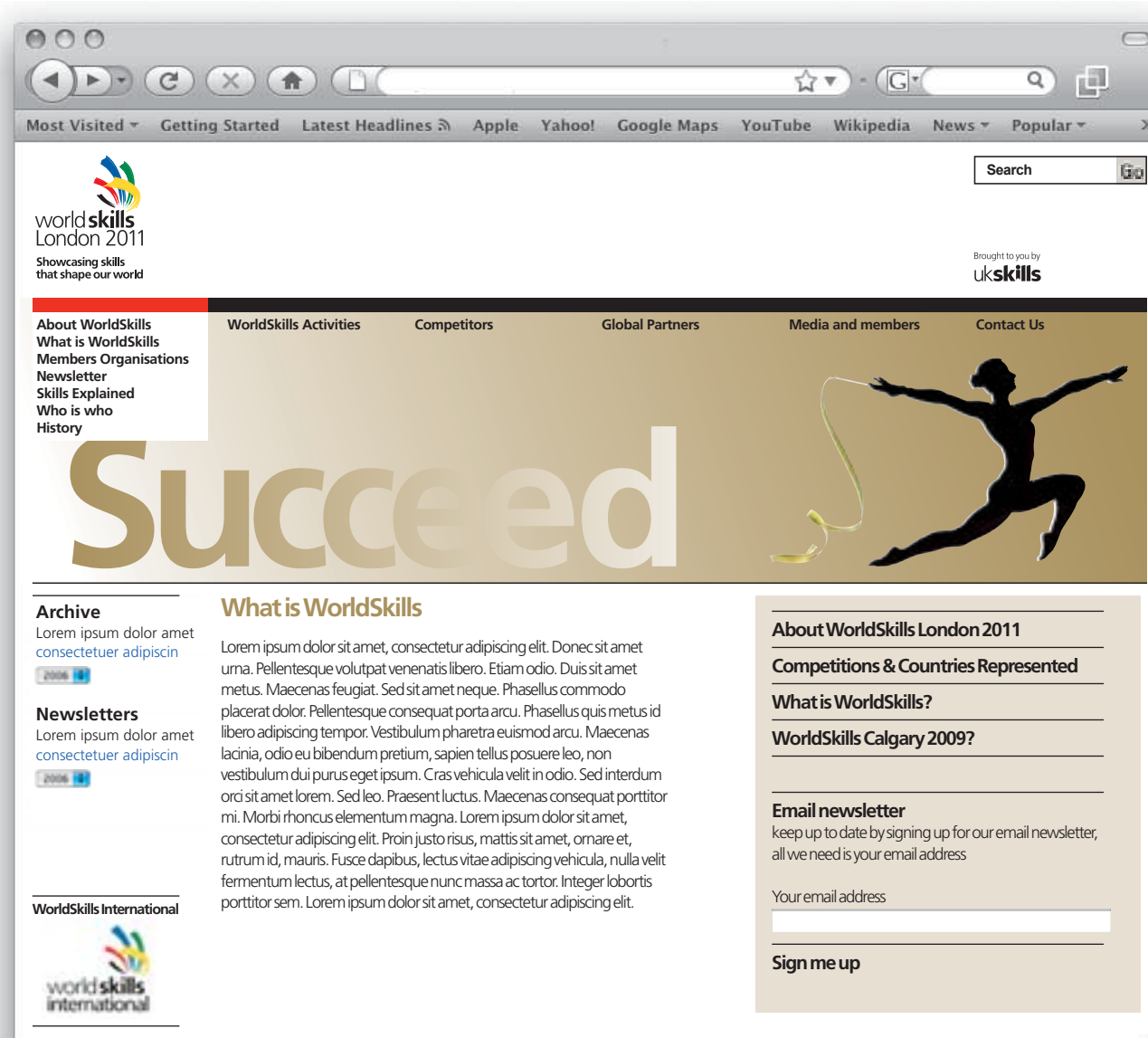
Design principles

- Use the template typeface, Arial for all HTML text.
- Use only colours from the palette on the page 2.1.

Accessibility

In order to assist people who might find it difficult to use the web – for example the visually impaired – use the following principles when creating pages:

- Text should normally be at least 12pt.
- Do not use frames.
- Use 800x600 pixels as the default page size.



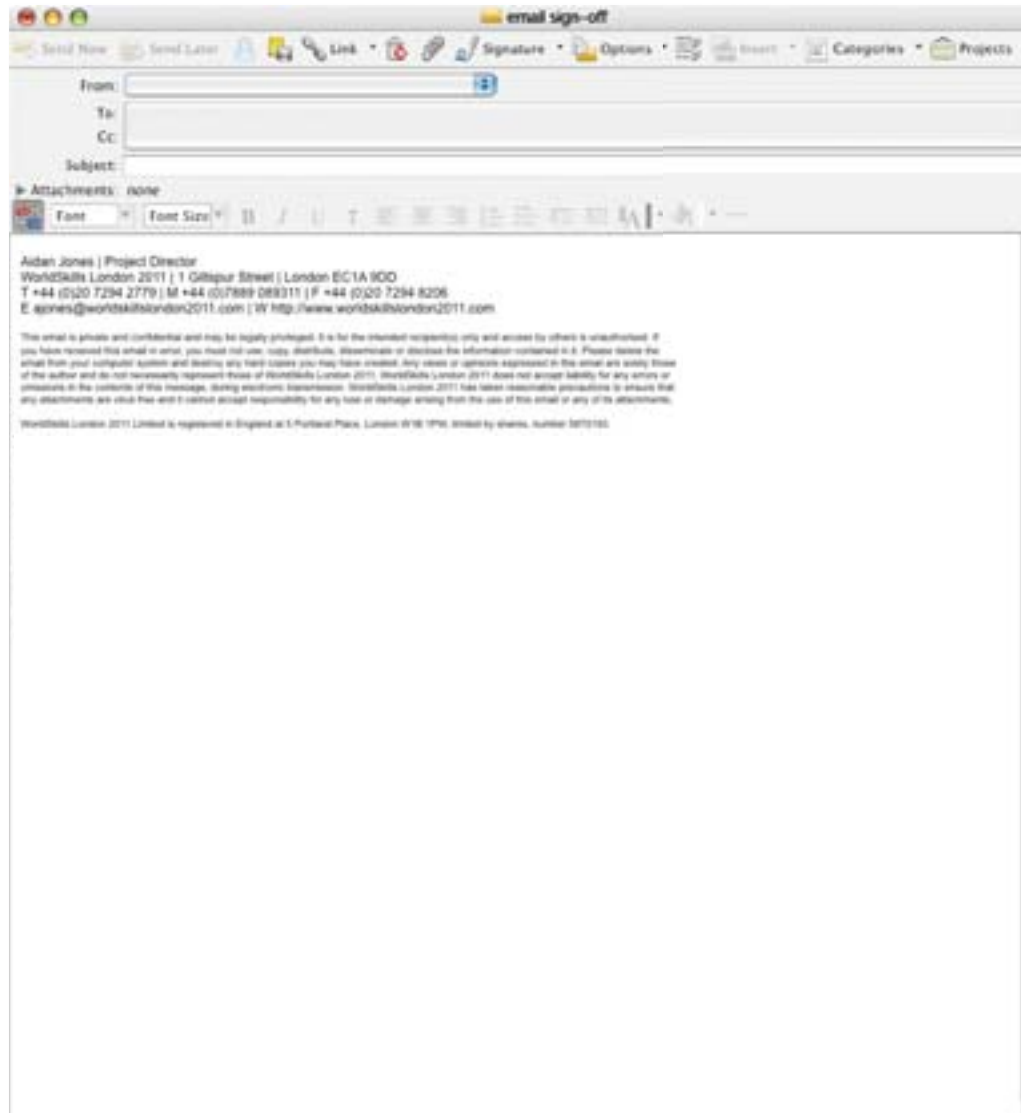
Email sign-off

6.8

WorldSkills London 2011
Visual identity guidelines

This is the template for our email sign-off.

- All text should be set in Arial Regular.
- Contact details should be in 10pt.
- Legal disclaimer should be 7.5pt.
- The WorldSkills London 2011 logo is not used as part of the email sign off. This is in line with plain text emails, reduces the size of the email and ensure that it is less likely to be picked up by the recipient's spam filter.



Name | Position

Address Line 1 | Address Line 2 | Address Line 3

T Telephone | M Mobile | F Fax

E Email | W Website

Legal disclaimer

Section 7

Using our identity in large format

Large Format

7.1 Pull-up banners

7.2 Pop-up banner

7.3 Adshel

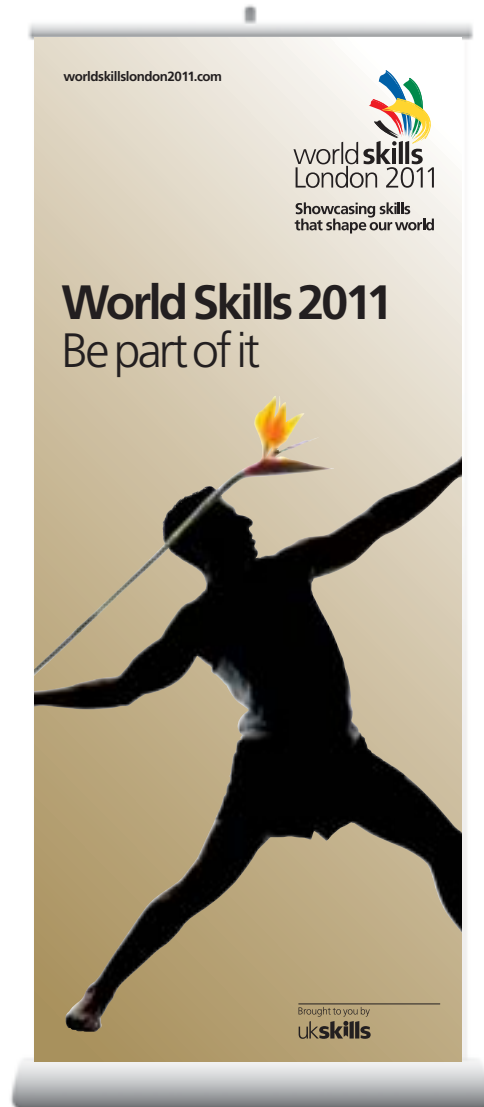
7.4 Billboard

Large format

Pull-up banners

7.1

WorldSkills London 2011
Visual identity guidelines



Pop-up banner

7.2

WorldSkills London 2011
Visual identity guidelines



On applications such as Adshels only use full body silhouettes that do not obstruct sponsor logos at the foot of the page.





Section 8

Our promotional items

Merchandise

8.1 Note pads

8.2 Other merchandise

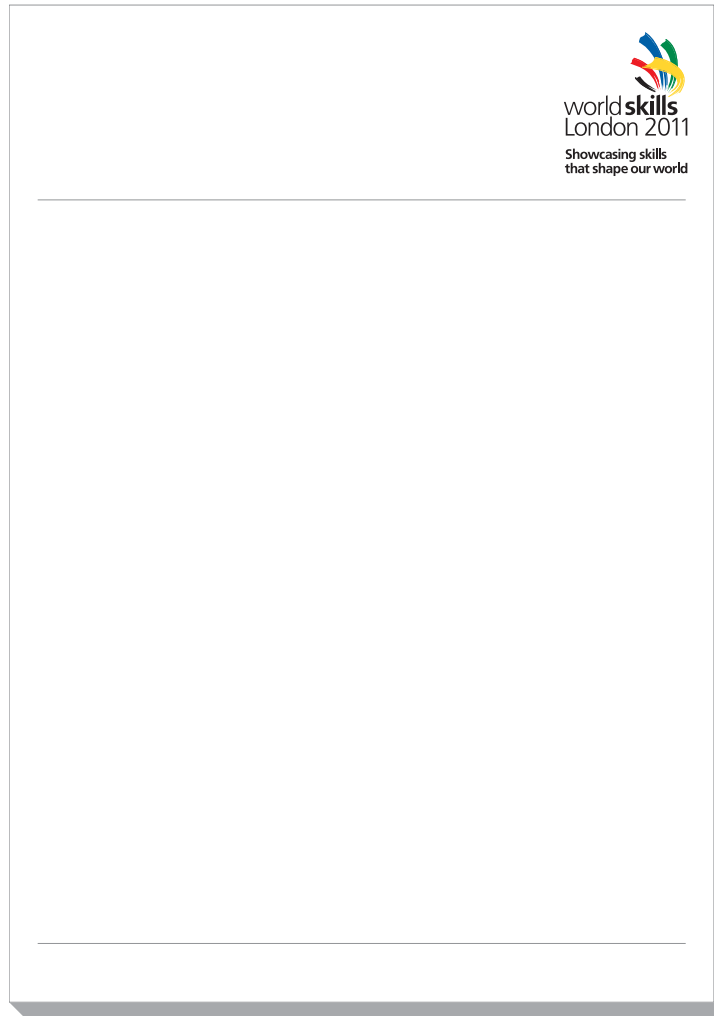
Merchandise

Note pads

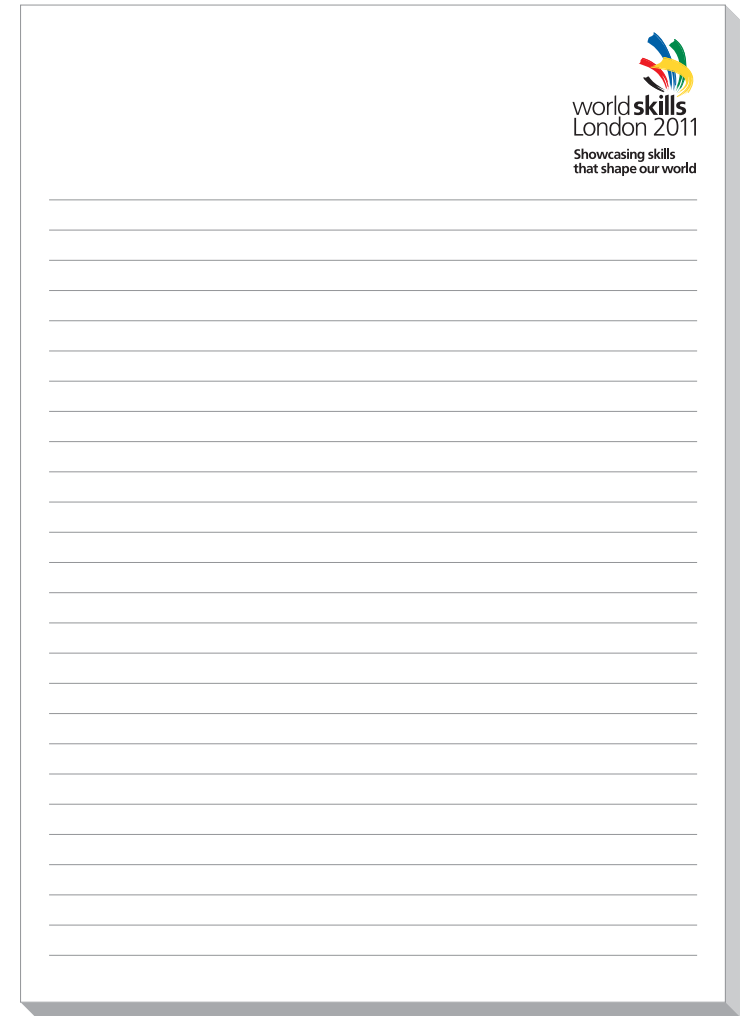
8.1

WorldSkills London 2011
Visual identity guidelines

There are two types of note pad – one with rules and one without, as shown here.



Blank note pad



Ruled note pad

Other merchandise

8.2

WorldSkills London 2011
Visual identity guidelines

These are some examples of suitable merchandise.

When producing items of merchandise, it is important to follow these guiding principles:

- The logo should be positioned with sensitivity to the shape and form of the item, allowing it to have the maximum impact possible.
- Ensure the logo is legible against the background colour or material.
- All items of merchandise should have a purpose – i.e. they should be things that people will actually use, rather than be decorative.



Section 9

If you need to get in touch

James Renwick

Head of Marketing and Communications

WorldSkills London 2011

T +44 (0)20 7429 2869

E jrenwick@worldskillslondon2011.com

Key contacts